



Welcome to the Historic Reebie Storage Warehouse

2325–33 N. Clark St., Chicago, IL

Built: 1921–22

Architect: George S. Kingsley

**Facade Design: Fritz Albert, sculptor
Northwestern Terra Cotta Co.**



Reebie Storage Warehouse 2325-33 N. Clark St.

We are thrilled to welcome you to our historic headquarters located at 2325 Clark Street, Chicago. This iconic building is not just a hub for our services but also a monument to Egyptian Revival architecture and a testament to the innovative spirit of the Reebie brothers. We appreciate your interest in learning more about this landmark and the rich history of our company.

A Legacy Built on Innovation and Dedication

Founded in 1880 by William C. Reebie and his brother John, Reebie Storage & Moving Co. quickly became a pioneer in the moving industry. Starting with a simple two-handled cart, William Reebie built a company that grew to include Chicago's first moving van, aptly named "The Moving King." This innovation not only set the company apart but also revolutionized the way Chicagoans moved their belongings.

William's strength and dedication were legendary. He once lifted the back end of a 1,400-pound fire truck out of the mud when horses couldn't budge it. This determination and ingenuity laid the foundation for a company that has served the Chicago area for over a century.

Beetle scarabs are found throughout the building, including above the heads of the pharaohs flanking the entrance to the Reebie Storage Warehouse. The columns bear the Egyptian lotus symbol.

Architectural Marvel: The Reebie Building

Designed by architect George S. Kingsley and completed in 1922, the Reebie Building is a masterpiece of the “Academic Egyptian Revival” style. Its white terra-cotta facade adorned with vibrant Egyptian motifs captures the imagination of every passerby. The guardian pharaoh statues flanking the entrance represent William and John Reebie, their names inscribed in hieroglyphic script at the base. Above the entrance, hieroglyphs translate to: “I have put protection upon your furniture and all sealed things” and “I have guarded all your property every day, warding off devouring flames and robbery.”

The slogan, “If old King Tut were alive today he’d store his things the Reebie way,” encapsulates the unique blend of historical homage and modern functionality embodied by the building.

Good Architecture is Good Advertising

John Reebie and architect George Kingsley understood the value of aesthetic appeal in attracting customers. In a 1923 interview, Kingsley remarked, “Good architecture is good advertising. Twenty or twenty-five thousand dollars added to make a building look attractive is an investment cheaper than billboard rental, more lasting, equally effective, and in better taste.”

This philosophy is evident in every detail of the Reebie Building. From the vibrant colors of



Two of the inscriptions at the base of the statues flanking the entrance of the Reebie Storage Warehouse read: “I have put protection upon your furniture and all sealed things” and “I have guarded all your property every day warding off devouring flames, likewise robbery.”

the lotus columns to the intricate scarabs and Hathor motifs, the building was designed to stand out and convey a sense of security and trust.

Interior Wonders

The interior of the Reebie Building is as remarkable as its exterior. The lobby features porcelain and marble finishes, lotus-blossom columns, and leaded glass windows that echo the floral patterns of the wrought-iron grates outside. Plaster reliefs depict scenes of ancient Egyptian life, including the journey of the sun and the storage of grain, symbolic of the moving and storage business.



The spacious lobby, (left & middle) with leaded glass windows, evokes the grandeur of ancient temples. (right) The building’s columns feature lotus motifs symbolizing unity, while Hathor, the Egyptian goddess of rebirth, appears in interior plaster reliefs.

A Landmark of Historical Significance

In 1978, the Reebie Building was designated a Chicago landmark and listed on the National Register of Historic Places. Its architectural and historical value continues to be celebrated as a rare and outstanding example of Egyptian Revival design in the United States.



The decorations on the interior is raised and painted terra cotta. There are 31 plaques of four different designs that surround the interior just below the ceiling line. There are 12 plaques with two identical heads each of the cow-eared goddess Hathor with pylon headdress, another 12 plaques with serpentine headdress. The other 7 plaques are six feet in length illustrating the journey of the sun and the Nile and of the granaries where Joseph stored corn upon having a vision of Egypt's seven lean years. These symbols of the moving and storage business were also accompanied by appropriate hieroglyphic messages such as, "Behold the cargos swiftly sent upon the Nile in the time of the pharaohs."

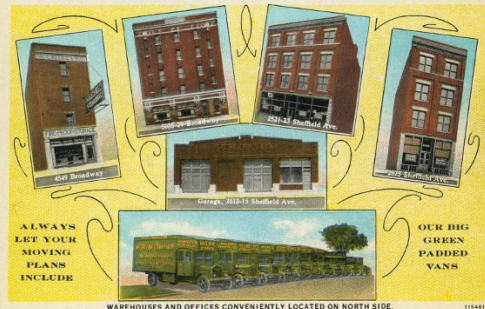
The Reebie Spirit Lives On

Today, Reebie Storage & Moving Co. remains a leader in the moving industry, with a reputation for excellence that spans over 140 years. From our iconic headquarters to our state-of-the-art facilities offering over 450,000 square feet of storage space, we continue to honor the legacy of innovation and dedication established by the Reebie brothers.

Thank you for visiting us and taking the time to explore the history and architecture of our building. We hope you enjoy your journey through this remarkable piece of Chicago's heritage.



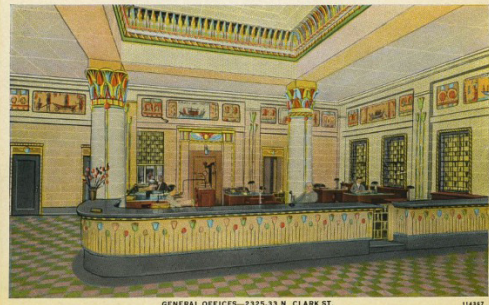
WAREHOUSES AND GENERAL OFFICES—2325-33 N. CLARK ST. 114346



ALWAYS
LET YOUR
MOVING
PLANS
INCLUDE

OUR BIG
GREEN
PADDED
VANS

WAREHOUSES AND OFFICES CONVENIENTLY LOCATED ON NORTH SIDE. 114344



GENERAL OFFICES—2325-33 N. CLARK ST. 114347

This two-sided promotional postcard was produced by W.C. Reebie & Brother Company in the 1910's